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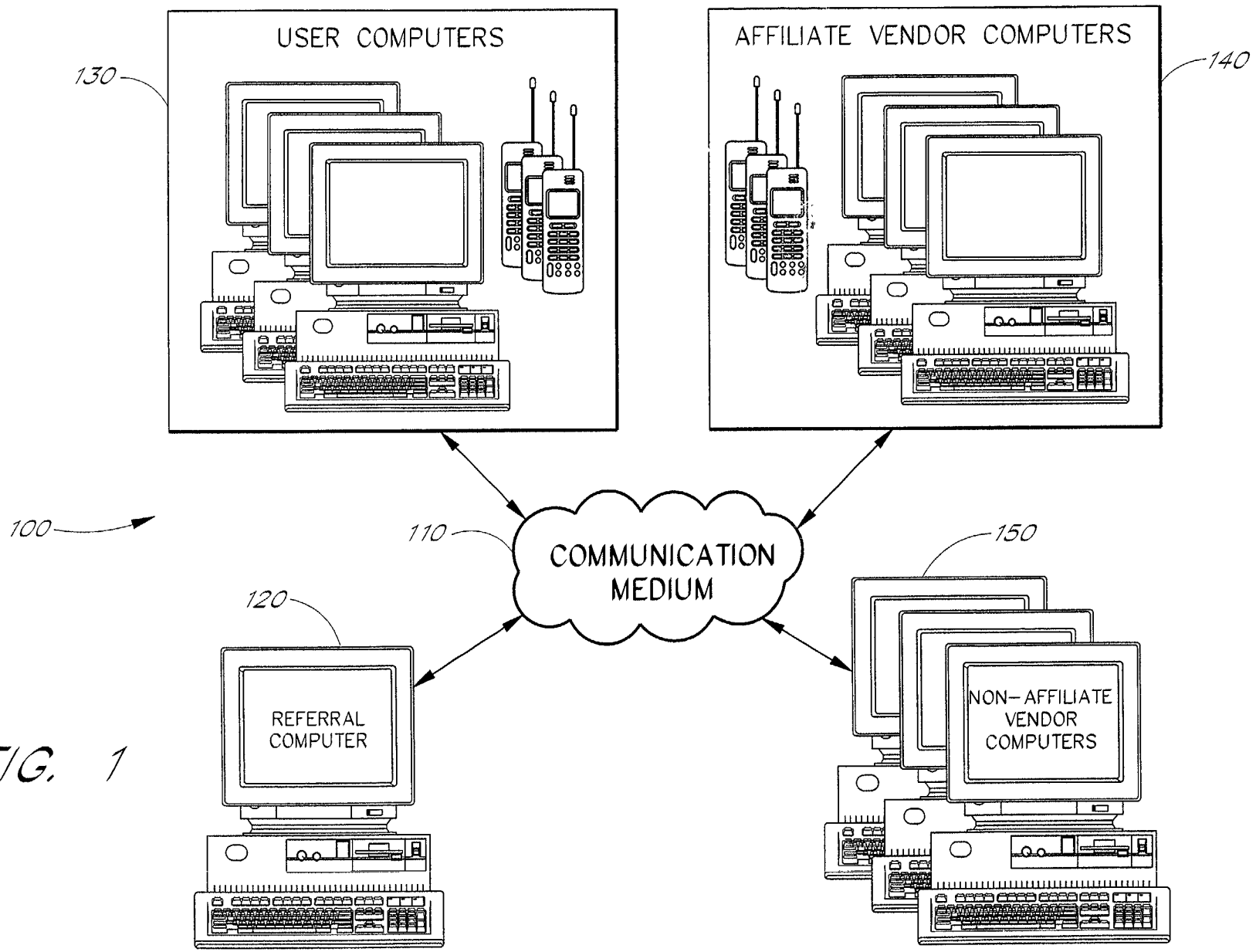

FIG. 1

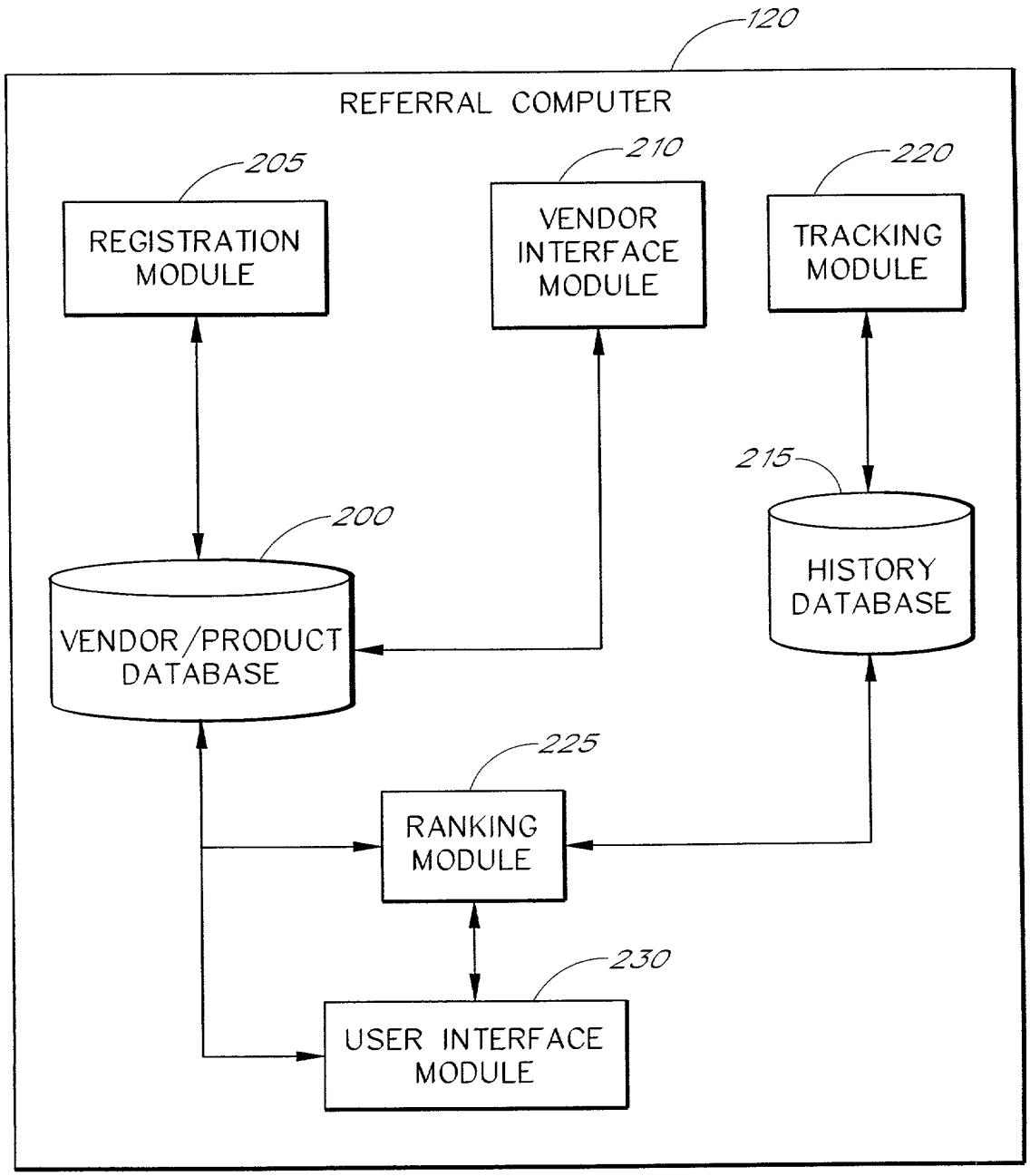
120
REFERRAL COMPUTER
205
REGISTRATION MODULE
210
VENDOR INTERFACE MODULE
220
TRACKING MODULE
215
HISTORY DATABASE
200
VENDOR/PRODUCT DATABASE
225
RANKING MODULE
230
USER INTERFACE MODULE

FIG. 2

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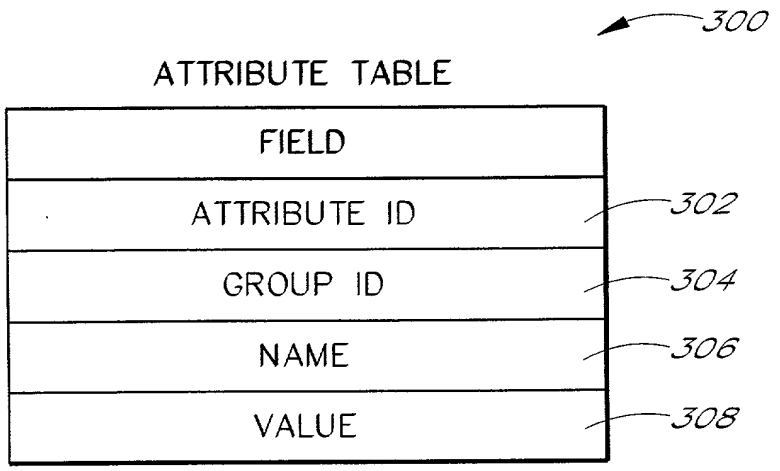

FIG. 3A

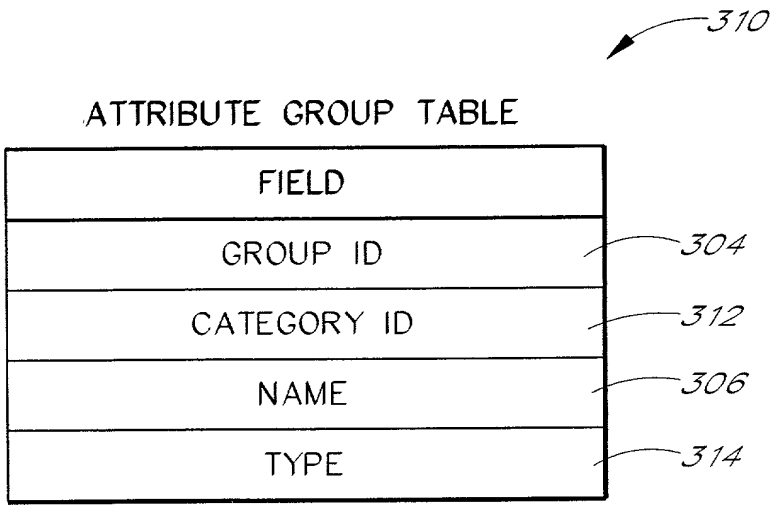

FIG. 3B

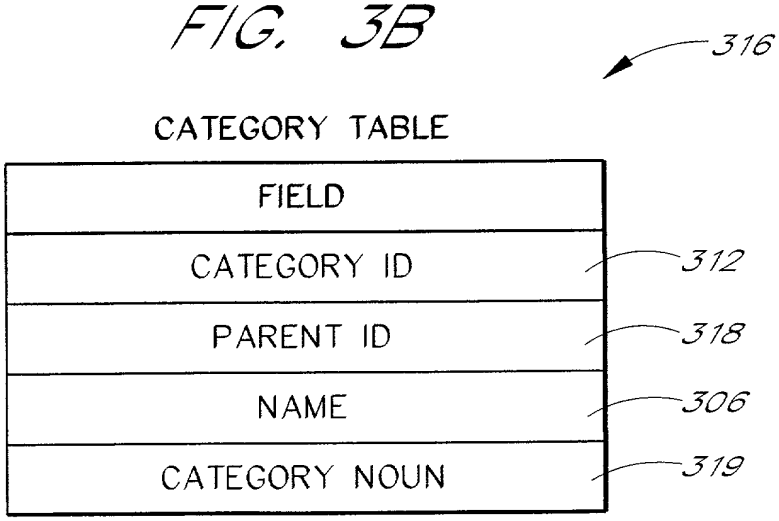

FIG. 3C

US 6,356,879 B2

318

CATEGORY BID TABLE

FIELD	
VENDOR ID	320
CATEGORY ID	312
CLICK BID	322
PURCHASE BID	324
PURCHASE FRACTION	326

FIG. 3D

328

CATEGORY SYNONYM TABLE

FIELD	
CATEGORY ID	312
SYNONYM	330

FIG. 3E

Google Exhibit 1008

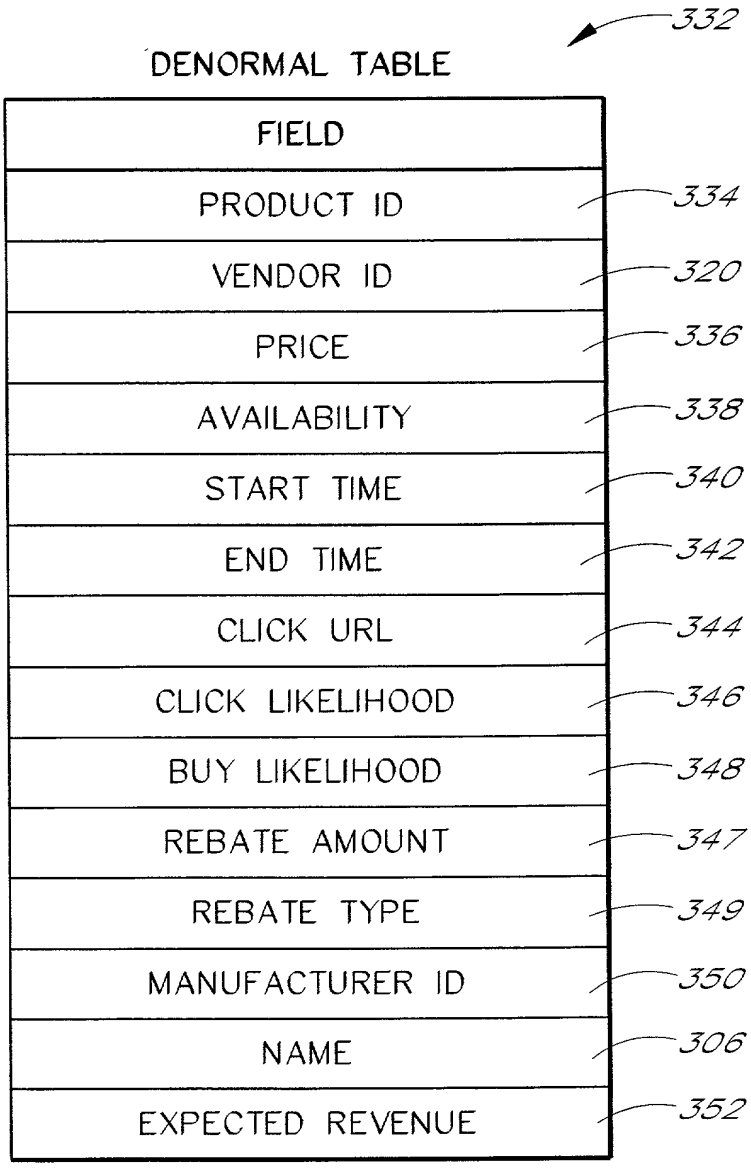

FIG. 3F

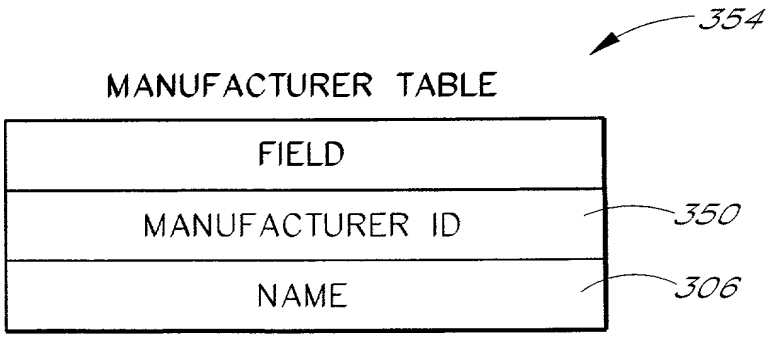

FIG. 3G

OFFER TABLE 356

FIELD	
PRODUCT ID	334
VENDOR ID	320
PRICE	336
AVAILABILITY	338
START TIME	340
END TIME	342
CLICK URL	344
CLICK LIKELIHOOD	346
BUY LIKELIHOOD	348
REBATE AMOUNT	347
REBATE TYPE	349

FIG. 3H

358

PRODUCT TABLE

FIELD	
PRODUCT ID	334
MANUFACTURER ID	350
MODEL NUMBER	360
NAME	306
IMAGE URL	364

FIG. 3I

366

PRODUCT ATTRIBUTE TABLE

FIELD	
PRODUCT ID	334
ATTRIBUTE ID	302

FIG. 3J

PRODUCT BID TABLE 368

FIELD	
VENDOR ID	320
PRODUCT ID	334
CLICK BID	322
PURCHASE BID	324
PURCHASE FRACTION	326
CATEGORY ID	312

FIG. 3K

376

PRODUCT CATEGORY TABLE

FIELD	
PRODUCT ID	334
CATEGORY ID	312

FIG. 3L

378

PRODUCT DESCRIPTION TABLE

FIELD	
PRODUCT ID	334
DESCRIPTION	380

FIG. 3M

382

PRODUCT KEYWORD TABLE

FIELD	
PRODUCT ID	334
KEYWORD	384

FIG. 3N

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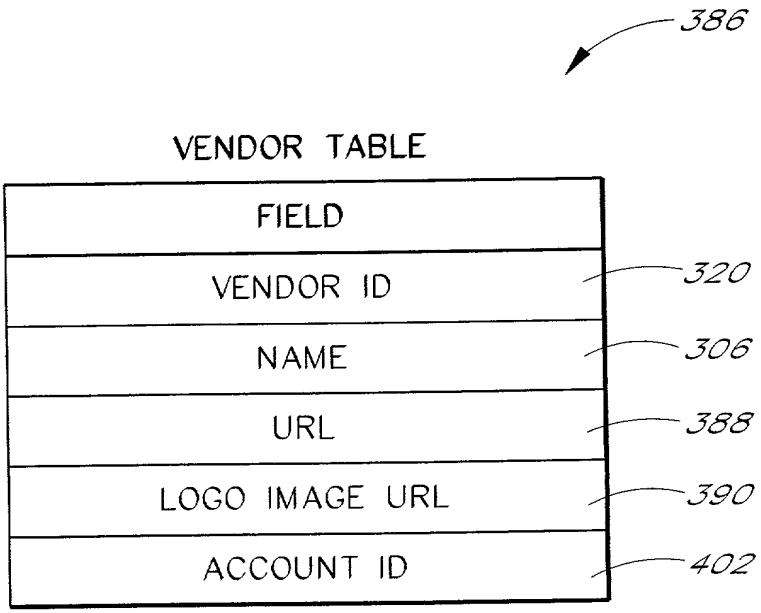

FIG. 30

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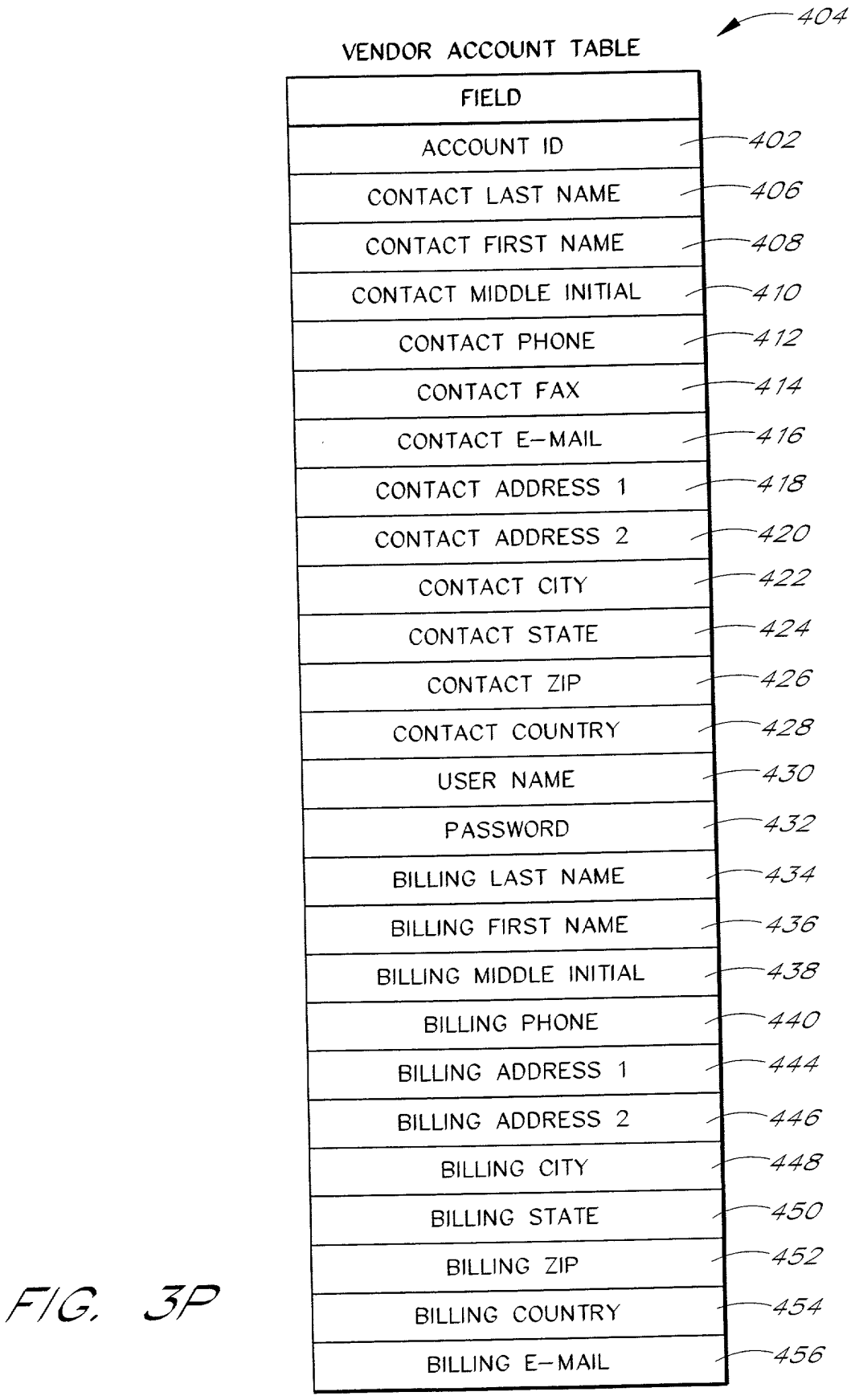

FIG. 3P

Google Exhibit 1004

460

SPREAD REQUEST TABLE

FIELD	
ACCOUNT ID	402
VENDOR ID	320
UPLOAD NAME	462
STORAGE NAME	464
UPLOAD TIMESTAMP	466

FIG. 3Q

470

CRAWL REQUEST TABLE

FIELD	
ACCOUNT ID	402
VENDOR ID	320
CRAWL URL	472

FIG. 3R

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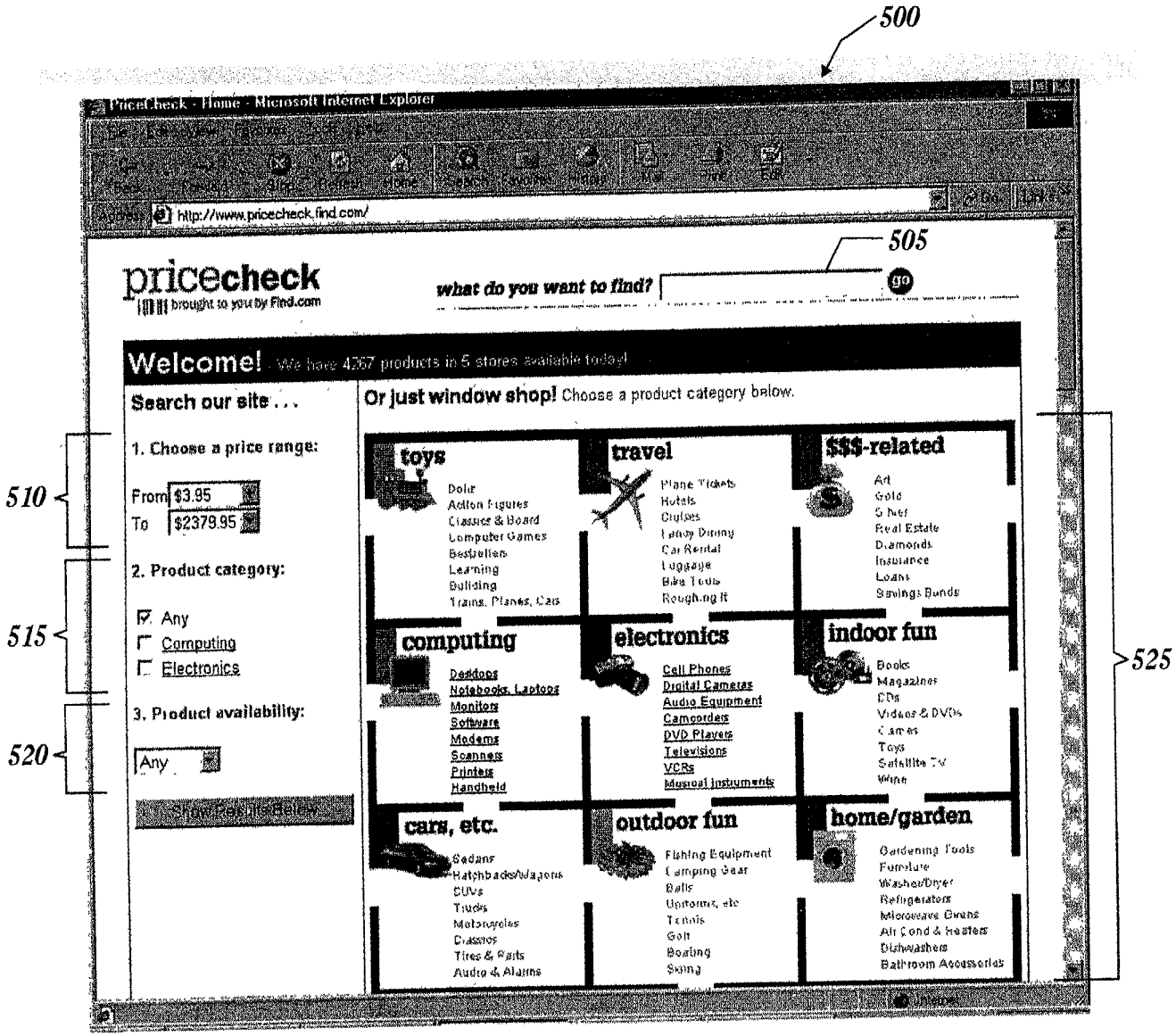

FIG. 4

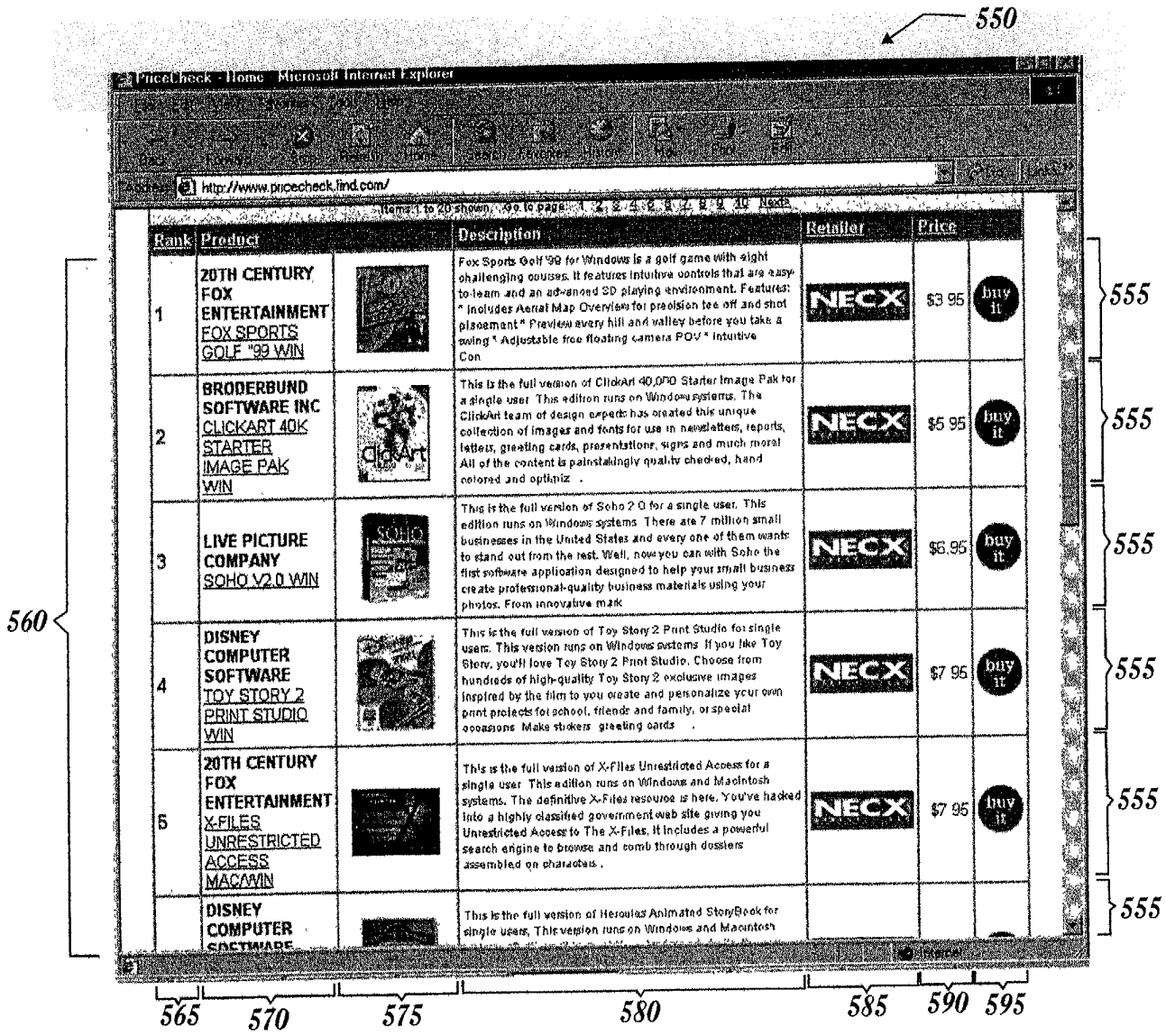
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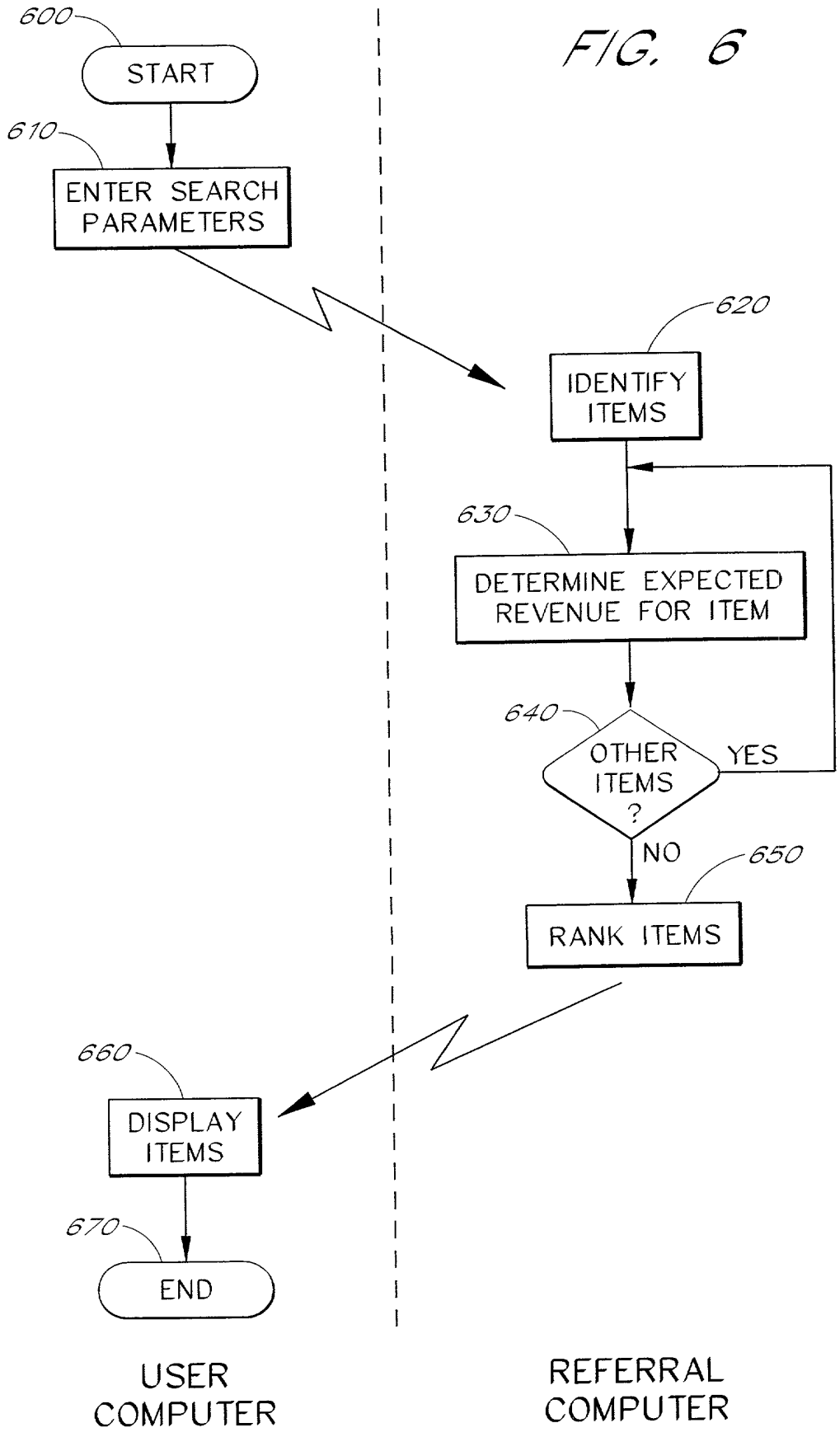
FIG. 5

Google - 0176

FIG. 6



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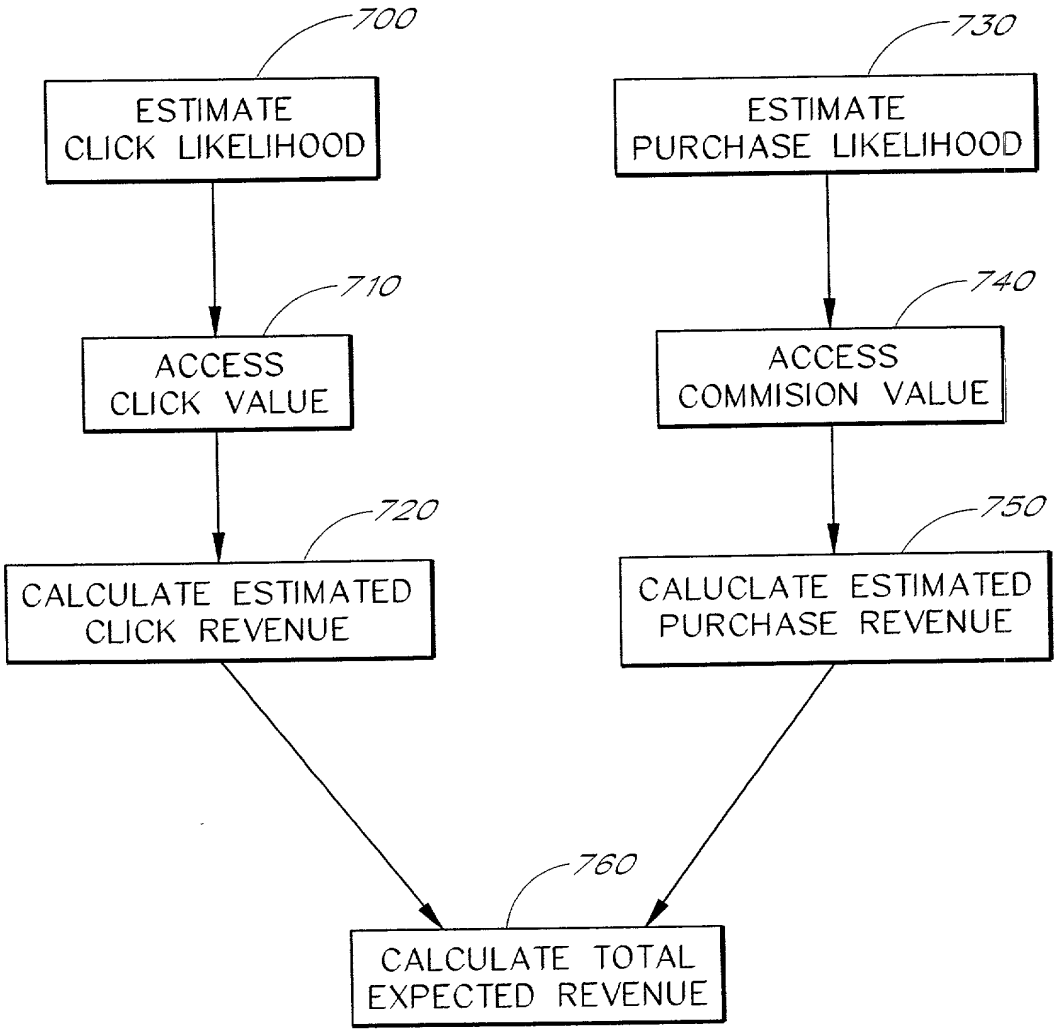

FIG. 7